

DATA ANALYTICS WITH COGNOS-GROUP:2:
PRODUCT SALES ANALYSIS - PHASE4
IBM NAAN MUDHULVAN

In the previous phases we have discussed about the step-by-step process, Design thinking and at the phase3 we have discussed about the data preprocessing techniques and many more in the last steps and in this step we have given some problem statements to solve in the IBM COGNOS ANALYTICS.

In this part we will continue building our project, Building the analysis by creating visualizations using IBM Cognos.

Problem:1 Continue building the analysis by creating visualizations using IBM Cognos and developing a predictive model.

Problem:2 Create interactive dashboards and reports in IBM Cognos to visualize churn patterns, retention rates, and key factors influencing churn. Use machine learning algorithms to build a predictive model that identifies potential churners based on historical data and relevant features.

According to the problems we come to know that we have to find the relation between the two variables so for that we need to visualize the relation between the two variables using the IBM Cognos

The visual insights that we have created are shown in the upcoming papers. so here we have prepared a necessary visualization and also the dashboard using the IBM Cognos.

Note: The Narrative insights(i.e. The explanation of the visualization) can be at the right side of the picture.

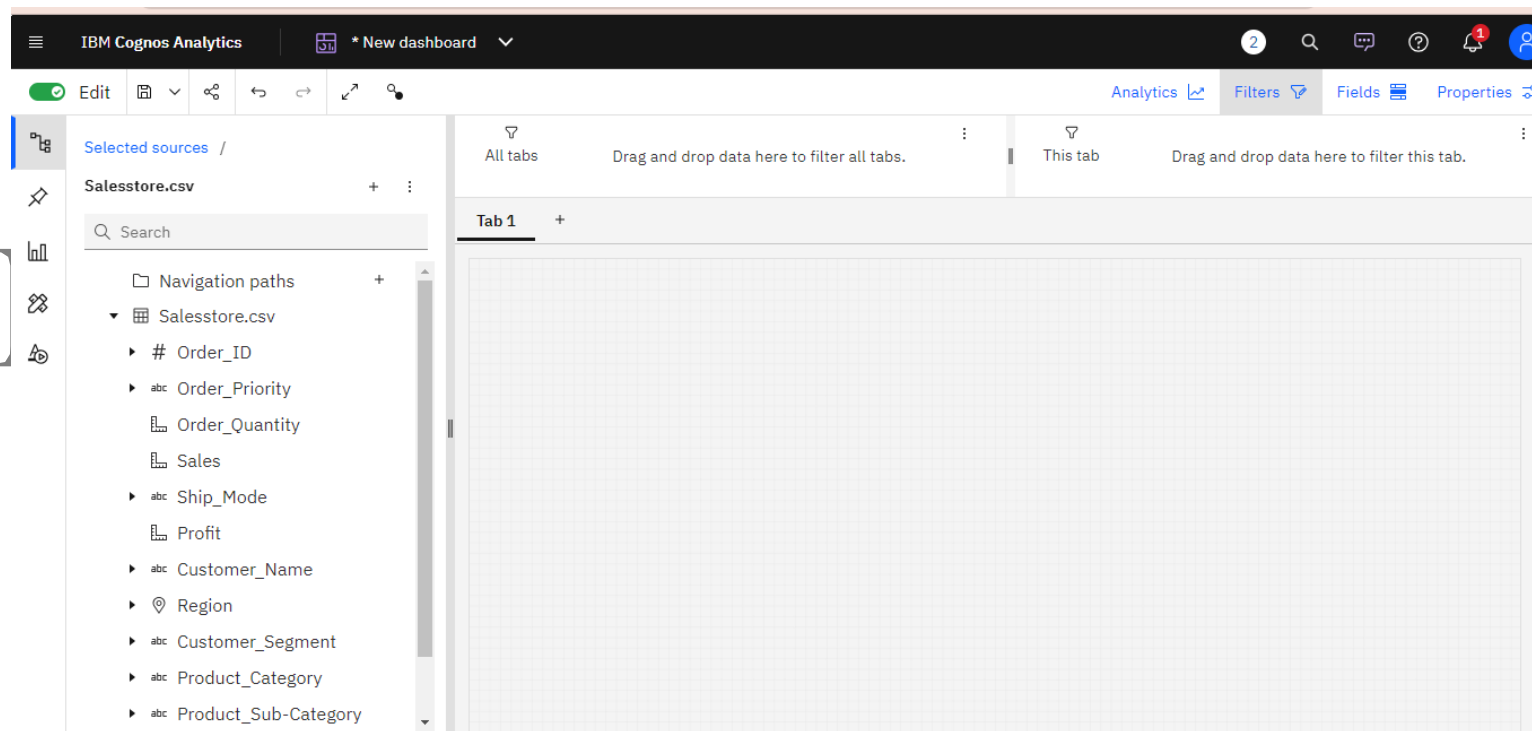
HOW TO USE IBM COGNOS:

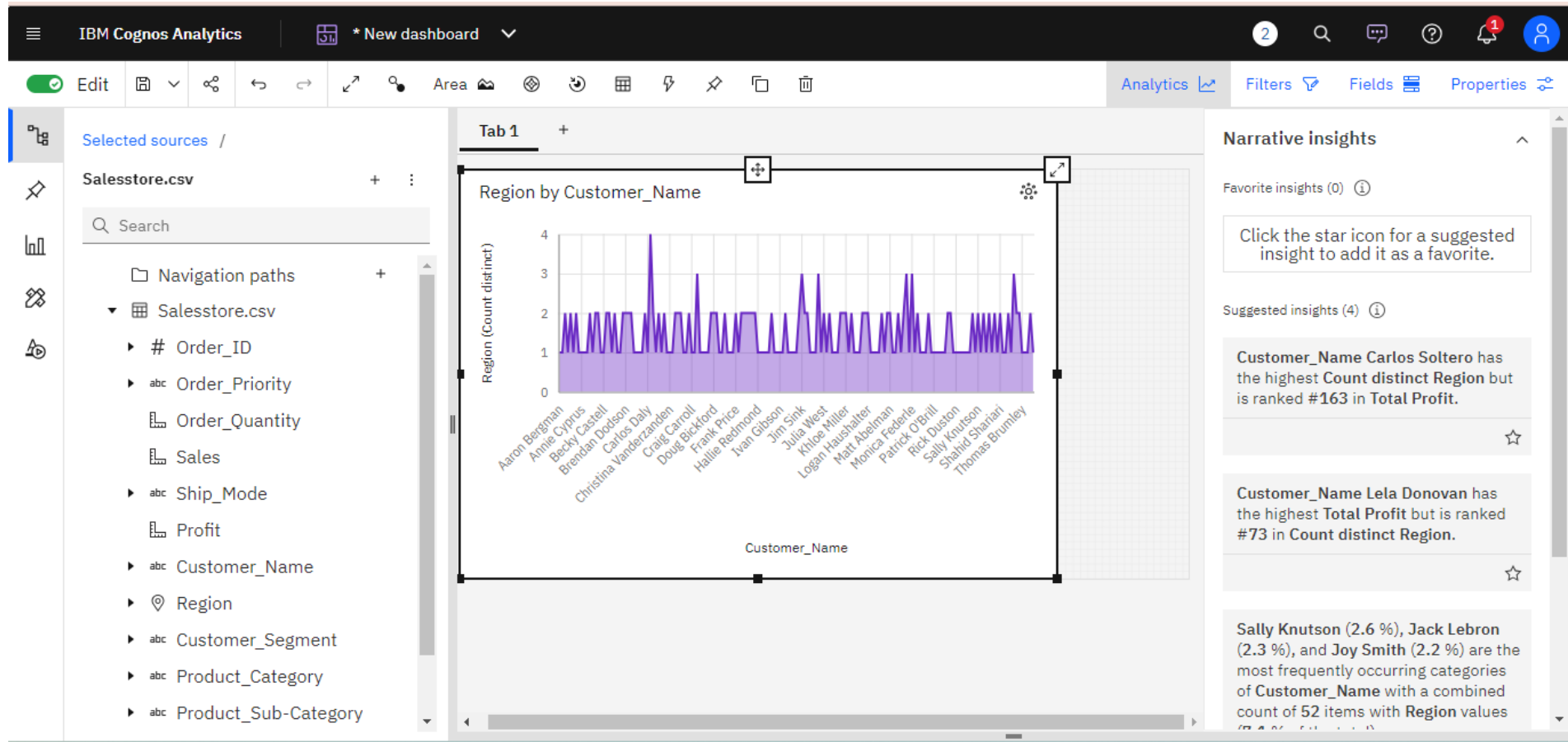
for this we need to login in the IBM Cognos the IBM Cognos is free for one month.

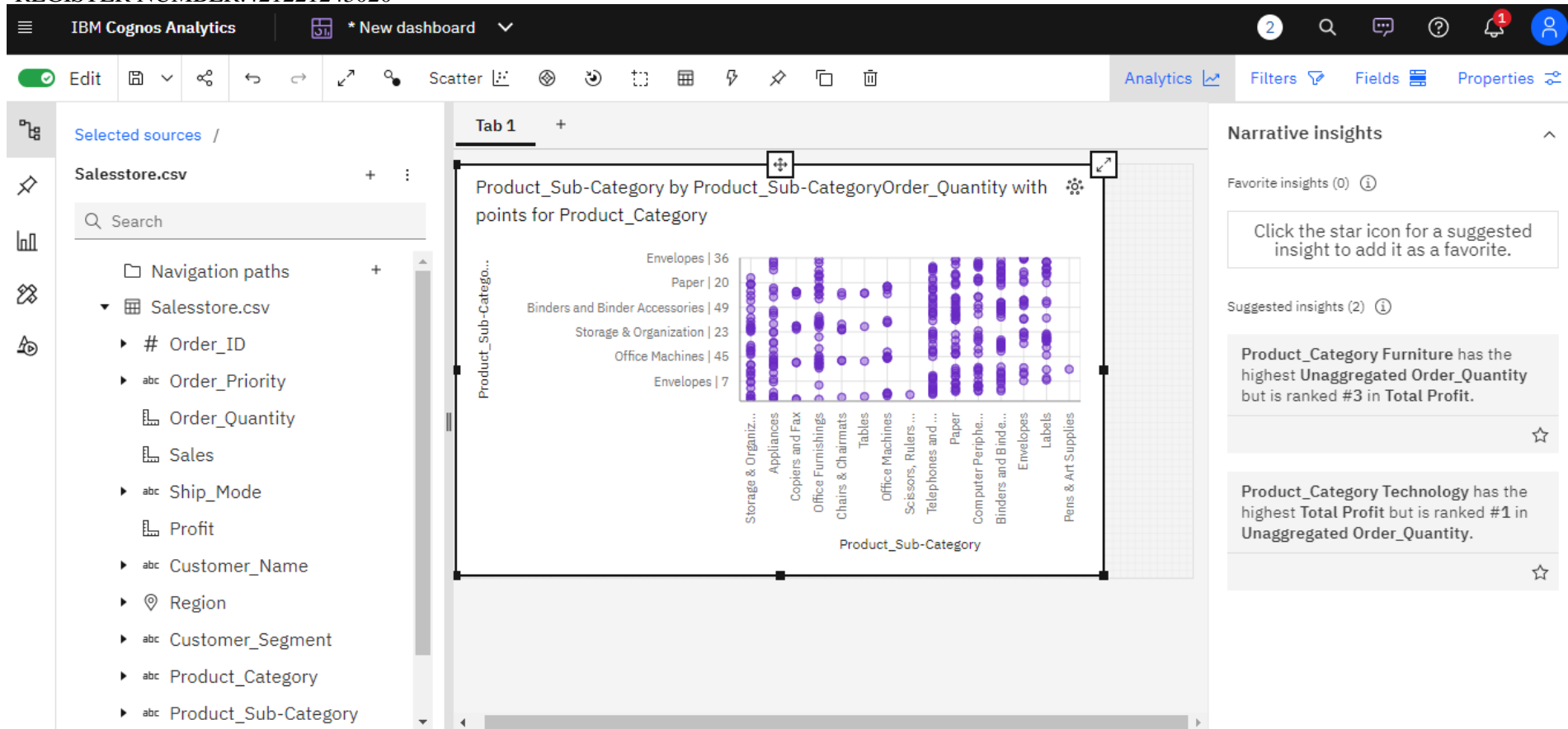
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REGISTER NUMBER:421221243020

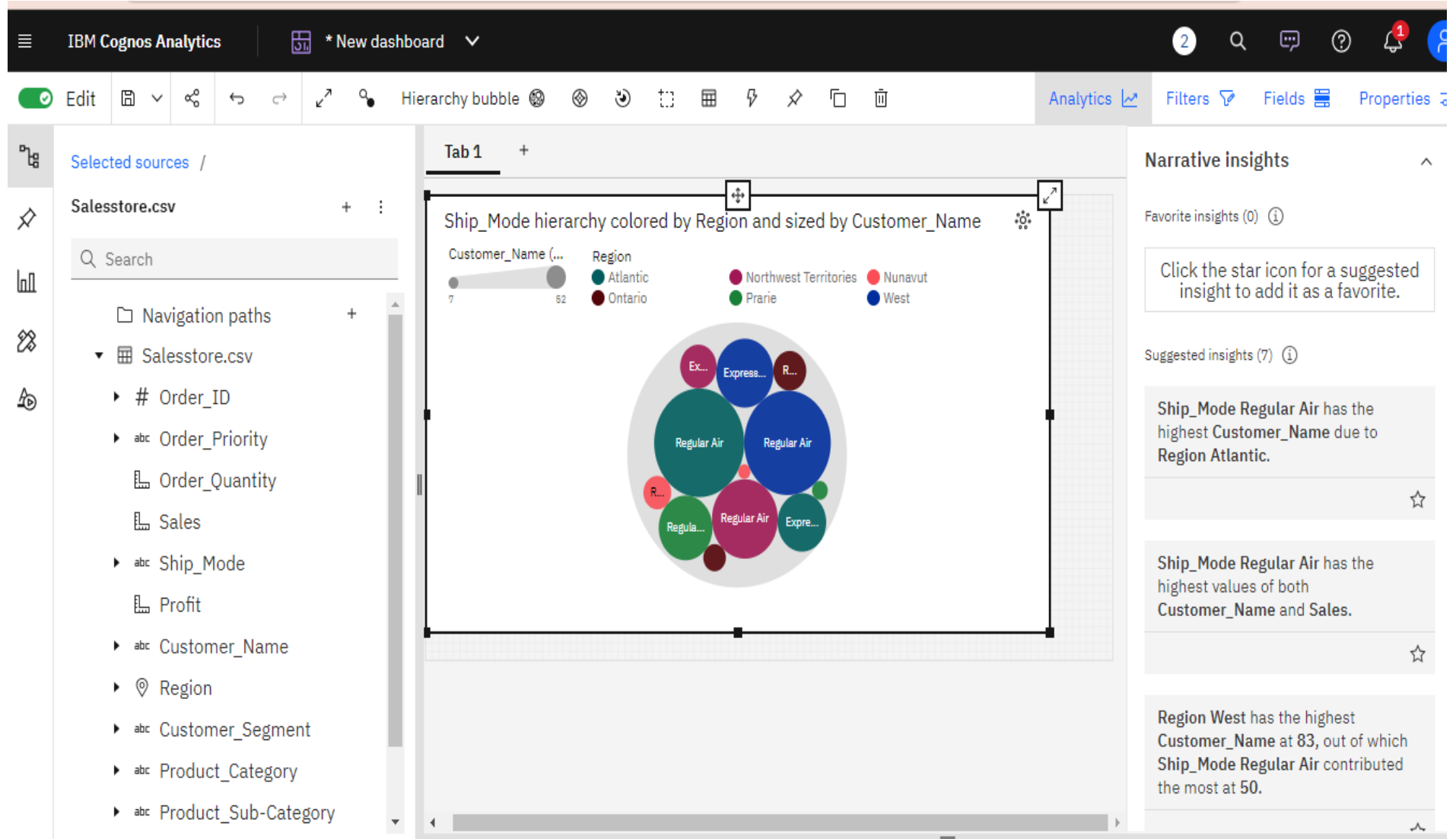
Then we have to go to main page and we need to upload our data in the in my content on the left side of the home page then we need to prepare the dashboard by dragging down option we will easily create the visual insights.

The visualization methods is as follows:

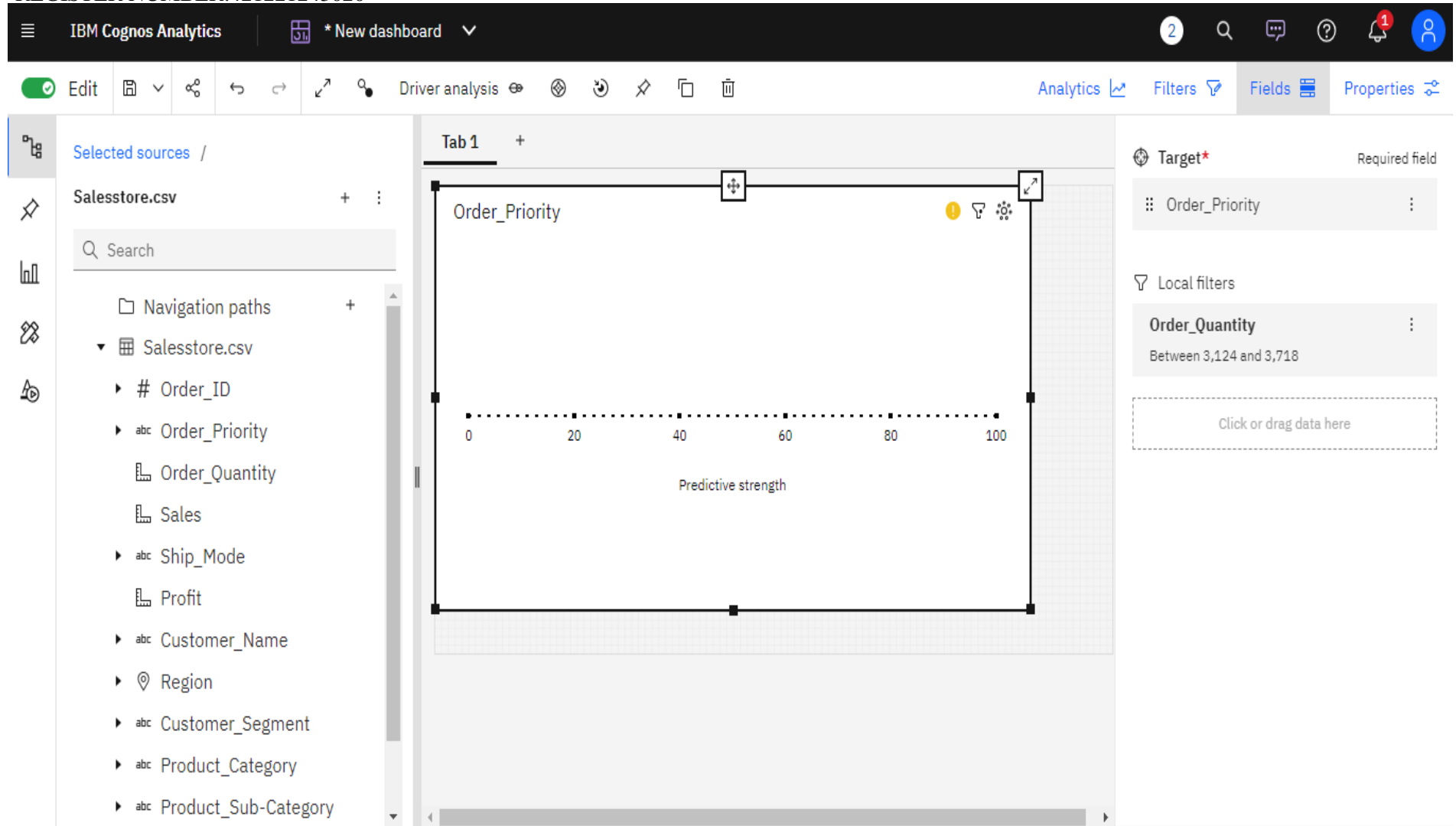


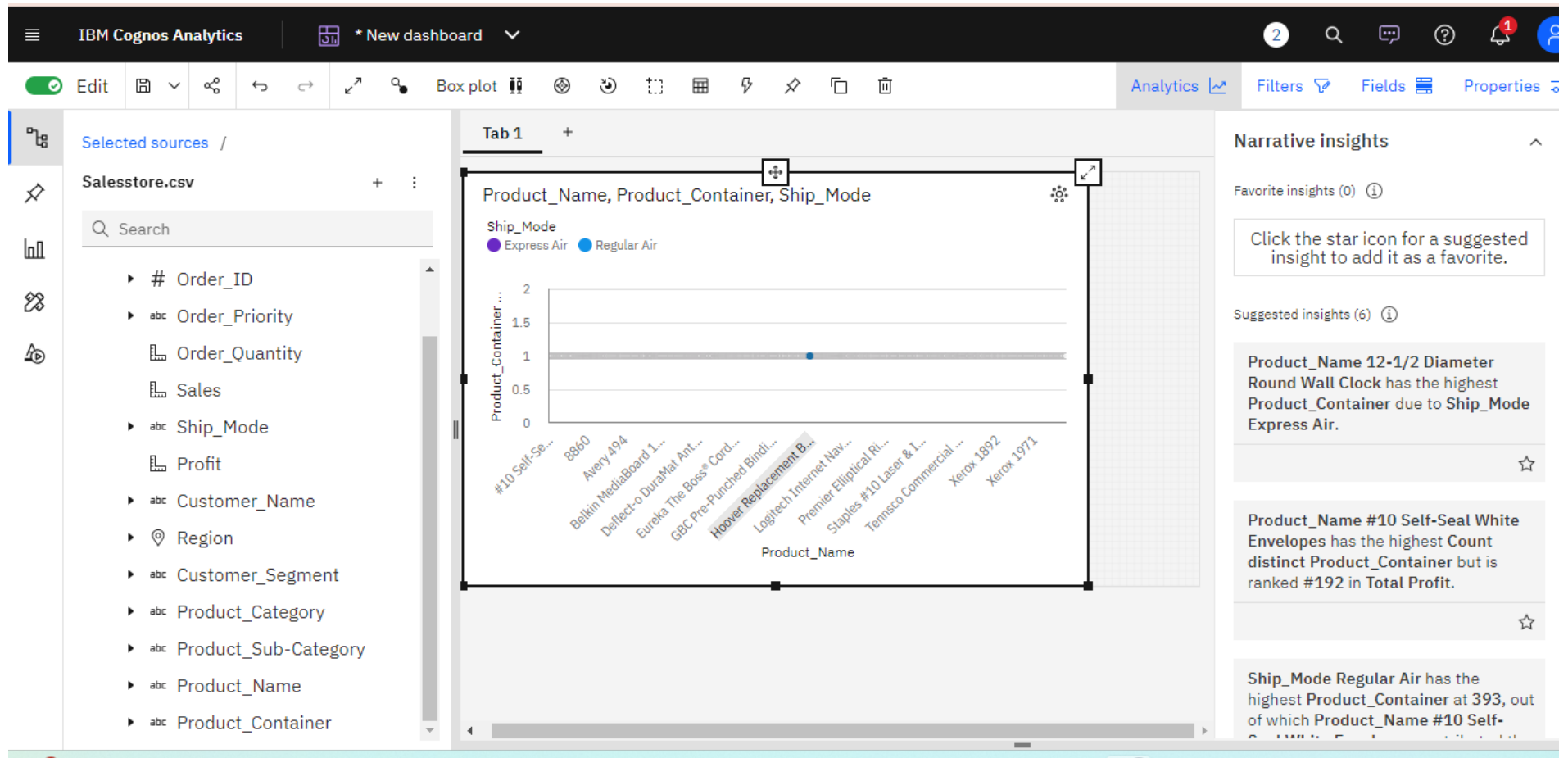






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IBM Cognos Analytics

* New dashboard

2 🔍 💬 ? 🔔 👤

✔ Edit ⌵ ⚙ ↶ ↷ ↗ 🔍 Decision tree ⚙ ⚙ ⚙ ⚙ ⚙

Analytics ⌵ Filters ⌵ Fields ⌵ Properties ⌵

Selected sources /

Salesstore.csv + ⋮

🔍 Search

Navigation paths +

Salesstore.csv

Order_ID

abc Order_Priority

📊 Order_Quantity

📊 Sales

abc Ship_Mode

📊 Profit

abc Customer_Name

📍 Region

abc Customer_Segment

abc Product_Category

abc Product_Sub-Category

Tab 1 +

Sales

Sales

3,924.7 8,502.3

Nodes

All ⌵

Profit

< 1460

≥ 1460

Insights

Profit slightly drives Sales (33.1%)

Narrative insights

Favorite insights (0) ⓘ

Click the star icon for a suggested insight to add it as a favorite.

Suggested insights (2) ⓘ

Customer_Name Aaron Bergman has the lowest average Sales at 14.76, followed by Chad Cunningham at 40.72.

Customer_Name Rick Reed has the highest average Sales at over 16 thousand, followed by Sanjit Chand at over 9500.

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